

ABSTRACT

A method of operating a marketing scheme including registering a first party with the scheme operator, and issuing a respondable transmissible element to the first party for onward transmission to a plurality of receiving parties. The method of onward transmission is direct transmission by said first party, or indirect transmission by a receiving party who has received the transmissible element from one of said first and receiving parties. The method further includes receiving a response to a transmissible element from a second party which is one of said plurality of receiving parties, comparing the accumulated total of responses received from said plurality of receiving parties with a target total, and delivering a first prize to the second party if the accumulated total of received responses equals the target.